# MEDIA BRIDGE METHOD AND APPARATUS

## ABSTRACT

An apparatus and method for providing a bridge between tangible media and computer media. A bridge server computer system includes a database and a server control program. A client computer system includes a bridge control program and an input device adapted to receive a bridge code associated with a tangible media object. The bridge server computer system and the client computer system are coupled by a communications channel. The bridge control program is operative to send the bridge code from the client computer system to the bridge server and the server control program is operative to query the database based on the bridge code and execute action commands contained in the database in correspondence to the bridge code.